**Dr. Linda Madison- Sioux City Community School District**

**Notes: June 2, 2012**

School, Family & Community Partnerships

Learning Targets:

* Identify internal and external customers
* Describe the relationship between customer service, choice and school finance
* Spot local trend/concerns
* Create a survey disaggregated by sub-group
* Identify several ways to take the pulse of the community
* Be able to create collaboration poor partnerships
* Describe differing values in a community, mediate differences
* Practices influencing community opinion via the news media

Activity where we talked about all of the internal and external customers that we serve as a building principal

Each child is worth appx. 6,000 dollars

Needs arise in customers, but suppliers create expectations.

Customers change over time.

Customer satisfaction is the customer’s perception that his or her expectations have been met or surpassed.

Quality is meeting or exceeding the customer’s expectation

We Must Be:

Credible

Accessible

Reliable

Excellent

Credibility: Customers must believe in our product or service, your policies and procedures, your performance efforts and your staff.

Two questions survey: (for a new principal)

What has been going on in your school that you want to keep happening?

What in not going on in your school that you would like to see happen?

Reliable: You must do what you say you will do, at the time you say you will do it and then check with them to assure satisfaction. Reliability comes with consistency.

Excellent: You customers believe they themselves are important and excellent. If your service isn’t excellent, it isn’t good enough.

Only 4% of customers ever complain

91% feel complaining will not do them any good

For every complaint your receive there are 26 other people with unresolved complaints or problems

6 of these have serious problems

A dissatisfied customer will tell up to 10 people about it

13% will tell up to 20 people

How do you recover?

Apologize and except responsibility (you can apologize without admitting fault)

Step 1: Apologize and Accept

Step 2: Restate and Resolve

Step 3: Empathize Don't Patronize

Step 4: Give Restitution

Step 5: Follow-up

If you resolve your customer’s problems 75% of your customers will be happy

Article “School-Community Linkages about preparing schools and school systems for the 21st century. This article made some good points about what the characteristics are of school-community linkages for the 21st century.

* Parents should be engaged in the learning process for their children’s education as well as their own. Schools should be around-the-clock hubs for lifelong learning that enhance education and achievement for everyone in the community.
* Investing in education is supported by all corporate and community leaders.
* Teachers and parents work together to increase student performance.
* Schools are linked to healthcare, housing, social service, and other community agencies.
* Parents clearly understand their responsibilities.
* Learning experiences occur within a framework of real-life issues and challenges.
* Students are engaged in community service, service learning, and work experience.
* Educators bring expertise and resources from the community into the schools.
* Schools are connected electronically with the world-at-large and serve as community learning centers.

Get a group of people that can be your communication cadre

STEPS FOR ORGAIZATIONAL CHANGE

D = Dissatisfaction- With where you are today

V = Vision- Direction of movement- need to have picture of what better looks like

F = Fist Steps – Specific ways for organization to move toward vision

S = Support – Systems to help manage the journey

R = Resistance – Inertia, fear of change, etc. that impede progress toward vision